MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210)

BMG3014 – MANAGEMENT OF TECHNOLOGY

(All sections / Groups)

7 FEBRUARY 2023
2:30 PM – 4:30 PM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages excluding cover page with **FIVE (5)** questions only.

2. Attempt **ALL** the questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the answer sheet provided.

ANSWER ALL QUESTIONS

QUESTION 1

a) Getting all employee to involve in the innovation process is challenging. Identify FOUR (4) individual characteristics that encourage innovation in the organisation.

(12 marks)

b) Differentiate between continuous technology and radical technology. Give TWO (2) examples for each type of technology.

(8 marks)
(Total: 20 marks)

QUESTION 2

a) Innovation can be both product-based or process-based. Define product innovation and process innovation. Suggest and explain ONE (1) recent example for each type of innovation.

(8 marks)

b) Explain the FOUR (4) elements of innovation implementation.

(12 marks)
(Total: 20 marks)

QUESTION 3

a) Illustrate and explain the Evaluation and Control process in general.

(10 marks)

b) As a consultant of Technology Management, explain strategic alliances to your client and propose THREE (3) dimensions that your client needs to consider while forming the alliances.

(10 marks)
(Total: 20 marks)

Continued .....

QUESTION 4

a) Culture has emerged as one of the dominant barriers to effective integrations. Suggest FOUR (4) effective ways to form the culture while integrating the firms.

(12 marks)

b) Suggest and explain any FOUR (4) intermediate term predictions of the future in planning.

(8 marks)
(Total: 20 marks)

QUESTION 5

a. Discuss any THREE (3) ethical challenges faced by the businesses today.

(9 marks)

b. Define sustainable technology. Provide TWO (2) examples of sustainable technology.

(11 marks)
(Total: 20 marks)

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